



2018 FISCAL YEAR-END SUMMARY REPORT

Water – Use It Wisely

How can a laundry basket save you hundreds of gallons of water each month?

A laundry basket is just one of more than 100 everyday water-saving devices featured by the Water – Use It Wisely water conservation campaign. At the heart of this successful movement is a partnership of 20 Arizona municipalities and water-related organizations. By acting regionally we unify and amplify our message.

Together, the partners orchestrate landscape workshops, classroom visits, media interviews, public events, and more to spread water awareness throughout the Valley. This year-end summary reflects the campaign partners' top accomplishments over the past year. These achievements help Arizonans appreciate and conserve our most precious resource, water. After all, there are a number of ways to save water, and they all start with you.



Wash laundry only when you have a full load.
SAVINGS = 500 GAL/MONTH

The Year of the Partner

We couldn't have done it without you ...

You may have read it in the paragraph above, but it bears repeating ... the partnership with Arizona municipalities and organizations is the heart of the Water – Use It Wisely (WUIW) campaign. This past year proved to be a record breaker as we welcomed our 20th member to the coalition. Working together makes WUIW even stronger



thanks to the contributions by each and every member. The campaign benefited its members as well by offering a number of partner-focused programs, tools, and opportunities this past year:

Content Marketing Workshop: Last October, we partnered with Vertical Measures to offer a full-day workshop on the 8-Step Methodology of Digital Marketing. The goal was to help partners create a successful content marketing strategy to improve digital communication for their own organizations as well as WUIW.

New AZ Teacher's Page: We captured all of the partners' educational resources in one place to make it a one-stop-shop for Arizona teachers to find useful, relevant, and local water conservation curriculum. Check it out for yourself; it's called [For Teachers! AZ Curriculum & Program Resources](#).

LFA Audits: Since WUIW is Arizona's "local" water conservation campaign, we partnered once again with Local First Arizona (LFA). On our behalf, LFA contracted with EcoBlue to conduct water audits for seven WUIW partners. ADWR, Chandler, Flagstaff, Mesa, Phoenix, Surprise, and Tempe each selected an LFA member business for a free water audit.

Featured Blogs: With five to seven new blogs each month, there is a great opportunity to showcase partner events and projects. For example, we highlighted a [wetlands project](#) from our newest member, the City of Goodyear, promoted SRP's [Watershed Connection](#) website, and showcased many partner [Xeriscape gardens](#).

WaterSmart Innovations Presentation: Two of our partner cities, Phoenix and Mesa, represented WUIW at the 2017 WaterSmart Innovations conference when they presented "Drab to Fab Backyard Rehab Promotion & Contest." This conference offered an international stage to showcase the campaign.

About Us

What began in 1999 as a joint effort between Mesa, Phoenix, and Scottsdale to launch a water conservation campaign is now the largest conservation movement of its kind. Today, hundreds of private and public entities throughout North America tap into Water – Use It Wisely. Twenty partners drive Arizona's coalition, sharing a commitment to sustaining our most precious resource by reducing water use.

The Arizona Water Partners are:

- » ADWR
- » AMWUA
- » CAP
- » EPCOR Water
- » Global Water Resources
- » Salt River Project

And the municipalities of:

- | | |
|------------------|---------------|
| » Avondale | » Mesa |
| » Buckeye | » Peoria |
| » Chandler | » Phoenix |
| » Flagstaff | » Queen Creek |
| » Fountain Hills | » Scottsdale |
| » Glendale | » Surprise |
| » Goodyear | » Tempe |

Our Mission:

Keep water conservation in the forefront of people's minds by combining funds for better buying power and to maximize media exposure.

Contact Us:

If you are interested in becoming a partner, please email us at jointhecause@wateruseitwisely.com.



Don't miss out on what's inside.

Fall Media Buy Highlights



Wayne Drop and sportscaster Craig Fouhy reminded fans to trade their thirsty lawns for water-wise Xeriscape landscaping. Two PSAs featuring Terri O or Craig resulted in 120,015 impressions.



Meteorologist Iris Hermosillo and Tina Sleeper with City of Tempe reached 140,377 people with their [Facebook Live](#) segment about Xeriscape versus lawns. The streaming video had 57,328 views and over 16,000 minutes of viewing time.



ABC15 added a Facebook Poll to the mix, which reached 119,385 people and had 1,870 likes, 2,930 post clicks, 33 shares, and 288 comments.



Roseanna J. from Tempe won the grand prize package in our Stay in the Game ABC15 promo that included a 55" television and \$100 gift card. The fall contest garnered 7,275 entries and 5,085 opt-ins for our eNewsletter.

Fall Media Buy October/November 2017

ABC15's Stay in the Game with Wayne

Wayne Drop was the star in our "Stay in the Game with Wayne" promotion. To tie in with the football theme, we covered the topic of turf ... not the artificial stuff, but grass lawns, one of our highest water users in the landscape. This media package included television interviews, recorded PSAs, and a colorful presence on ABC15.com and their social media channels. Four segments on Sonoran Living with Terri O reached 31,000 households, and featured our partners talking about artificial turf, overseeding with winter rye grass, promoting our 10-part video series, and choosing Xeriscape over a grassy lawn. ABC15's television and social media impressions included:

- » 2.1 million households reached with 173 television spots on KNXV and Antenna TV
- » 229,277 Facebook fans reached, generating 5,588 post clicks
- » 523,092 impressions from Facebook ads and online web ads targeting homeowners
- » 15,392 impressions via Twitter engagement
- » 301,839 emails and 37,862 opens via targeted and sponsored emails
- » 285,369 impressions from ABC15.com homepage wallpaper and contest countdown clocks



Wayne was the star in the "Stay in the Game with Wayne" promotion with ABC15.

Tune In and Turn Back Your Timers

The fall buy also included drive-time ads with Total Traffic and Weather Network to encourage radio listeners to adjust their irrigation timer (controller) during the cooler fall months. Over a two-week period, we utilized seven radio stations to reach the most varied audience possible.

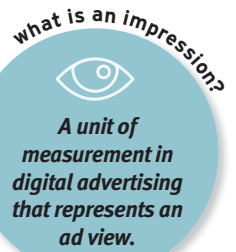
- » 1,830,300 impressions
- » 988,972 people reached

Spring Media Buy May 2018

"Don't Set It & Forget It" Watering Reminder Text Alerts

In spring, we again focused our media dollars on drive-time radio ads to help promote AMWUA's new [monthly text alerts](#) that deliver free watering advice right to a subscriber's phone. We also utilized our Facebook and Twitter channels to promote the messaging.

- » 1,264,400 impressions
- » 753,407 people reached



Content Marketing & Social Media



Website & Weekly Blogs

The Water – Use It Wisely (WUIW) website continues to be the star of the campaign, boasting 100+ water saving tips, helpful links and resources, watering guides, landscape care, kids pages, event calendars, and more. This year, we worked with Vertical Measures to improve our search engine optimization (SEO) and to speed up page load times. With more than 400,000 visitors annually and **2,698 page views per day**, the site also provides great exposure for our weekly blogs and water conservation news from our WUIW partners and outside experts.



YouTube

Video content allows us to deliver educational and how-to information in an engaging format (if only we could get cats into our videos). Water – Use It Wisely's 10-part Drab to Fab video series and the 10 quick tips to Help Your Yard Drink Responsibly make up just a sprinkling of the 80 original videos on our YouTube channel. Over the past year, we had **13,200 total views**, which totaled an amazing 28,900 minutes of watch time. The most popular video was the [Home Water Challenge](#) with 14,400 watched minutes and 5,600 views.



Pinterest

What we love about Pinterest is that every pin includes a link leading back to the source of the image. Taking advantage of this visual social media platform, we utilize our **17 boards** to share a variety of water-related content. This includes the beauty and functionality of Xeriscape landscaping, low-water-use plants, water conservation infographics, and more. Our Pinterest site netted **4,575 average daily impressions** (that's 1.7 million annual impressions!) and also generated 2,827 visits to wateruseitwisely.com.



Twitter

Twitter is a microblogger's paradise allowing us to share short, simple ideas — like our fun 100+ water-saving tips — that are impactful and resonate with followers no matter their ages. In addition, blog promotions, photos, videos, and trends in water round out the variety of content we share. Our Twitter fanbase grew by 2,481, ending the year with a total of **14,181 followers**.



Facebook

By simply hitting the "Like" button, our Facebook followers become brand influencers. The added feature of Facebook Live allowed us to provide behind-the-scenes experiences with our Drab to Fab Rehab landscape installation and more. Our fanbase grew by 3,300 over last year, taking our total to **16,611 followers**. The campaign makes it a priority to share content from our water partners and colleagues in the industry, such as landscape classes, news about the drought, and trends in water conservation. In addition to organic reach (posts that get shown to our fanbase), putting ad dollars to work by promoting our posts increases the reach to Facebook users who might not otherwise see our content.



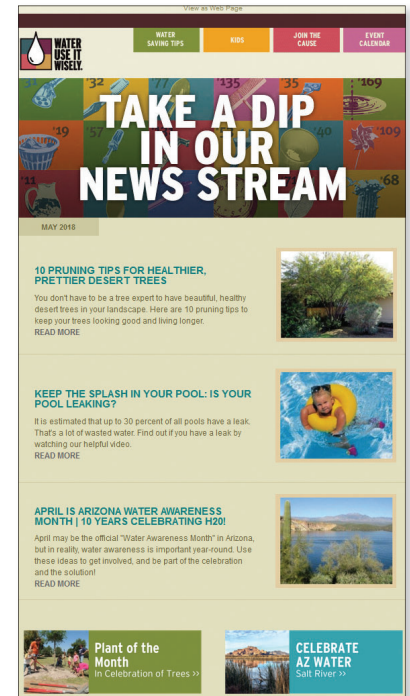
Instagram

Instagram has taken the world by storm and it seems like everyone (and their dog) is using it. Photos make for such engaging content and are a great way to share colorful messages and stories with our fans. This year, we added weekly *Plant of the Month* posts, and used our 100+ tips graphics to add a water-saving tip of the week. We also showcased partner events and stories about water. Our numbers nearly doubled from last year — from 482 to **850 followers** — and we will continue to utilize this platform to share ideas and reach a younger audience.

Monthly eNewsletter

Our monthly [eNewsletter](#) continues to make waves by offering relevant and valuable information to more than **27,000 subscribers**. This past year, the fall media buy generated 5,085 opt-in subscribers for our eNewsletter. New subscribers were also signed up from a number of events including the Local First Arizona Fall Fest, SRP Water Conservation Expo, Smartscape, Master Gardener classes, and partner workshops.

The weekly website blogs are used to create the content, offering our readers educational and entertaining ways to save water and live sustainably, and we deliver it right to their inboxes!



Our monthly eNewsletter includes a Plant of the Month blog featuring colorful, water-wise plants, and a Celebrate AZ Water blog that talks about beautiful water destinations, Arizona water milestones, and more.



16,611
Facebook
Followers



13,200
YouTube
Views



27,000
eNewsletter
Subscribers

1.7 million
Pinterest
Impressions



Events / Partner News

Facebook Live Videos Capture Landscape Conversion for Drab to Fab 2

Paul M. from Tempe was the winner of our second [Drab to Fab Backyard Rehab](#) landscape makeover. In late 2017, we started documenting the conversion with Facebook Live sessions. In the videos, we met our winner and revealed the plans for the makeover, talked about building an efficient watering system, and how to select water-wise plants. We even shot one video in the early evening to feature landscape lighting. Find them on our [YouTube Channel](#).



At the Facebook Live taping in February, Wayne had dreams of competing in snowboarding and curling at the Winter Olympics.

Partnering with Local First Arizona

Again this year, Water – Use It Wisely (WUIW) was a Sustaining Member of Local First Arizona (LFA). We are, after all, a “local” water conservation campaign. This unique sponsorship allows us to communicate water-saving ideas to local business members. Our LFA sponsorship included a webinar on saving water in businesses, a booth at the Arizona Fall Fest, and WUIW tip placement in their consumer and member eNewsletters. The sponsorship also included commercial water audits (see Page 1) to help businesses see just how easy it can be to save water and money!



Damian Cox (EcoBlu), Helene Tack (LFA), and Donna DiFrancesco (Mesa) provided the Alliance for Water Efficiency's Commercial Kitchens guide to the El Rancho del Sol Community Center during its water audit.

Winner-Winner: Drab to Fab Backyard Rehab Promotion & Contest

Sometimes you just have to celebrate your accomplishments! Not only did the Drab to Fab Backyard Rehab Promotion & Contest get featured as a presentation at an international conference this year, it also received an **Arizona Forward Environmental Excellence Merit Award**.



Our Mascot, Wayne Drop, Takes a Road Trip

We were living in Wayne's World for a time as we ordered two new full-body costumes. As luck would have it, the vendor who originally created Wayne was no longer in business. This meant packing Wayne up in a refrigerator box (with plenty of bubble wrap) and shipping him off to a new vendor. Our new Waynes are a little plumper (perhaps a little more hydrated).

Water Tower Hanging Out at the Arrowhead Mall

No matter where the impressive 16-foot tall tower lands each month, it never fails to amaze. Typically, the tower can be found at libraries, community centers, and city halls. And, thanks to water partner CAP, this was the first time that it was featured in a shopping mall. The tower highlights both the partner's conservation efforts and the Water – Use It Wisely messaging.



Stryker's Birthday Party, and Yep, He's a Rattlesnake!

It was mascot madness at an Arizona Rattlers game when Wayne Drop, Howler, the Suns' Gorilla, Baxter, Sparky, and more attended Stryker's birthday party. Festivities included pre-game autograph signings and a halftime on-field obstacle race. Wayne Drop was well-behaved and can expect an invitation to next year's party!

Photo by Hinshaw Photography. Reprinted with permission.

Looking Forward

- » **Our Landscape Watering by the Numbers online watering guides** are getting a makeover. Originally created in Flash (an application becoming obsolete), they will soon be converted to a friendlier HTML5 format.
- » **Tip Tank**, one of most popular web pages, is getting a facelift. The new modern look will more closely match our current website style. Watch for it in early 2019.
- » **New Creative, including PSAs, ads, and animated GIFS**, will be available in late 2018. The 100+ tips will again be the stars in updated animated versions of our original PSAs that we created in 2000.